SHAW ACADEMY NOTES

Diploma in Blogging & Content Marketing

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Lesson 7 Creating a Compelling Personality

Opening

In lesson 7, we look at the importance of opinions and how sharing your thoughts and opinions is an important aspect of injecting personality in to your blog. We showed some examples of posts/articles that both use and do not use opinions in editorials and discuss the difference impact of each.

Body of the Lesson

Lesson 7, we also look at the importance of generating trust with your audience, and we looked at the trust equation of ensuring you use credibility, reliability and intimacy, as well as self-orientation to achieve trust from your audience. The best way to gain that trust is to inject as much personality and authenticity as possible in to your content and your engagement.

We also looked at four of the key drivers for why someone would want to listen/read/watch your content:

1. **Passion** – Having a genuine enthusiasm for your subject will resonate with your audience.
2. **Expertise** – Draw on your previous experience and dispense information as an authority in your field.
3. **Style** – Whether it be charm, humour or analytic (or anything else) you need to have a certain style in how you deliver your content. Make sure there is a flow in what you are doing.
4. **Personality** – Your passion, expertise and style ultimately need to be reflective of your personality. Your audience needs to know who you are and what you are about.

In this lesson, we also looked at your tone of voice and why it is important to establish that early on. We touched on a few examples of humorous blogs, and more editorial style blogs. Your tone of voice is what you will be using to engage with your audience, so make sure you have a consistent one. We also examined the differences between personal and business blogs when it comes to tone of voice – with personal blogs having more freedom in tone, and business blogs being more specialized.

At the end of the course, we looked at a few tools to help you engage and manage an audience at scale:

- Buffer – Helps you manage your social media platforms and release of content.
- AddThis – A tool which easily allows for people on your site to share and follow your content.
- IFTTT (if this then that) – A program that will help you streamline and organize your online activity.

Thank You for Taking the Course

Additional Notes

Thank You

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